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From • Carlo Cotrone**Phone • 202 / 778-9347****Secretary • Sadie M. Bone****Phone • 202 / 778-9000****Client/Matter Name****Client/Matter Number****Attorney Number****0307091.0105****32023****COMMENTS:**

Please review the attached. I will give you a call on Tuesday, October 14, 2003. Thanks.

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Docket No. 0307091.0105**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : HIMES Art Unit : 3629
Serial No. : 09/725,080 Examiner : Dixon, Thomas A.
Filed : November 29, 2000
Title : LOYALTY LINK METHOD AND APPARATUS FOR INTEGRATING
CUSTOMER INFORMATION WITH DEALER MANAGEMENT
INFORMATION

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY UNDER 37 C.F.R. § 1.111

This communication is responsive to the final Office Action mailed August 13, 2003.

A. INTRODUCTORY COMMENTS

Reconsideration and allowance are requested in view of the following amendments and remarks.

DRAFT REPLY – FOR DISCUSSION PURPOSES ONLY

DC-598567 v1 0307091-0105